

14 Ecommerce Trends Powering Online Retail in 2025



Here's what you'll learn in this article:

- **AI personalization** is already revolutionizing ecommerce websites. If you're not using it, you're falling behind.
- **Blockchain payments** are seen as a secure, convenient way to make a purchase.
- **Livestream selling** is giving younger generations a new, novel way to shop.
- **Composable commerce** is enabling scale and flexibility for big ecommerce businesses.

Ecommerce is entering a new era of growth and innovation.

[Global retail ecommerce sales](#) surpassed \$4.1 trillion in 2024 and are projected to exceed \$6.4 trillion by 2029.

As we move into 2025, brands must embrace the technologies and strategies that will define [the future of online retail](#). From personalized shopping experiences to flexible payment options, staying competitive means adapting to the latest industry shifts.

To help you navigate the year ahead, we've rounded up the top 14 ecommerce trends set to make an impact in 2025.





Top ecommerce trends leading the way in 2025

If we know one thing about the ecommerce market, it's that it's always looking ahead. From augmented reality and [artificial intelligence](#) to mobile shopping and [chatbots](#), the industry lives on the forefront of technology and innovation.

Let's explore the top ecommerce trends and see where the industry is headed.

#1: Creating security and transparency with blockchain.

4 Payment

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Concerns about [data security](#), [fraud](#), and trust in online shopping have never been higher.

This is where blockchain technology comes in.

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According to [Statista](#), the global blockchain technology market will skyrocket from \$17 billion in 2023 to over \$943 billion by 2032, signaling its rapid adoption across industries, including ecommerce.

By providing a decentralized and tamper-proof ledger, blockchain enhances transaction security, prevents fraud, and improves transparency in online shopping.

Brands are already leveraging blockchain for [secure payments](#), supply chain tracking, and smart contracts that automate transactions without intermediaries.

By making purchases with the blockchain, shoppers can:

- Verify product authenticity
- Track orders in real-time
- Protect their personal data

This creates a safer, more trustworthy ecommerce experience for buyers.

As businesses prioritize [data privacy and security](#), blockchain is set to play a critical role in the future of ecommerce, ensuring transactions remain transparent and consumers feel more confident when shopping online.

#2: Livestream shopping is taking off.



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Live commerce is redefining how consumers discover and purchase products online, blending entertainment with real-time shopping experiences. Once a niche trend, livestream shopping is now a mainstream sales channel, with platforms like Whatnot, eBay Live, and TikTok Live leading the charge.

According to [Statista](#), US livestreaming ecommerce sales reached \$50 billion in 2023 and will grow to \$68 billion by 2026. As social media and ecommerce continue to converge, brands are tapping into livestream shopping to engage audiences, showcase products in action, and drive instant sales.

Retailers are finding success by hosting interactive product demos, exclusive drops, and influencer-led shopping events that encourage real-time engagement. The format fosters a sense of urgency and community, with viewers able to ask questions, get instant responses, and purchase seamlessly — all within the livestream.

With consumers craving more immersive and authentic shopping experiences, livestream commerce will become a major revenue driver in 2025, transforming how brands connect with and convert shoppers online.

#3: AR brings the in-store experience online.

Perhaps one of the greatest challenges of shopping online is the inability to see, touch, and fully experience a product in-person before buying — enter [augmented reality](#) (AR).

According to [eMarketer](#), the number of AR users in the US will exceed 100 million by the end of 2025, making up 32% of the population. No doubt, AR and [VR \(virtual reality\)](#) are revolutionizing the online shopping experience by bridging the gap between the physical and digital worlds.

Today, major retailers are leveraging AR for virtual try-ons and interactive 3D product views, allowing shoppers to visualize products in their real-world environments, thus increasing buyer confidence and reducing return rates.

#4: Turning up the volume with voice search.

With [75%](#) of US households owning a smart speaker in 2025, it's no surprise that voice search is an up and coming trend in the ecommerce space.

Voice assistants like Amazon Alexa and Google Assistant have transformed the way that consumers interact with ecommerce platforms — like BigCommerce and Shopify — offering a hands-free, convenient way to shop. By simply using a voice command, shoppers can search for products, make purchases, and track orders with ease.

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In response, many ecommerce businesses are optimizing their sites for voice search, ensuring quick and accurate responses to voice queries. And as voice technology continues to innovate, its integration into the shopping experience will undoubtedly enhance customer convenience and drive significant growth in online sales.

#5: AI helps solve customer pain points.

Artificial intelligence (AI) and [machine learning algorithms](#), at this point, are practically household names.

Over the past few years, AI has flipped the ecommerce industry on its head, allowing brands to automate every corner of their businesses. From streamlining customer service with chatbots to [personalizing product recommendations](#) to optimizing the [supply chain](#), there's truly no limit to how AI can impact your business.

Troy Cox, Senior Vice President of Product at BigCommerce, gives his prediction of how AI will continue to impact the industry:

"Within ecommerce, Gen AI will play a key role in several areas. It will supercharge search by increasing context and providing more relevant results. It will also strengthen natural language chat services, aiding in answering questions, providing support, and helping buyers find relevant products and services. Additionally, Gen AI will improve product images by creating custom backgrounds while streamlining the process and reducing costs, especially for lifestyle and action shots, and any shot with a unique background that promotes the brand."

Learn more about how our [AI-powered tools and partner integrations](#) can help boost engagement, streamline operations, and empower new, creative ways to attract and convert shoppers.

#6: Harnessing customer data for personalized shopping experiences.

As research shows, [personalization](#) drives customer loyalty. In fact, a study from Google and Storyline Strategies found that [72%](#) of consumers are more likely to be loyal to a brand if they offer a personalized customer experience.

But personalization today means more than just a "Hi [First Name]!" at the beginning of an email. It means *seeing* your customer, *knowing* your customer, and *tailoring* every step of the shopping journey to their preferences.

What does this look like for modern ecommerce businesses?

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For many, it looks like creating a seamless [omnichannel experience](#) that engages the customer at every touchpoint. For example, merchants can utilize [product feed management](#) tools like [Feedonomics](#) to streamline data optimization, product listing, and order syncing across their social and marketplace channels. From there, businesses can deliver a unique experience to each customer with personalized product recommendations, ad retargeting, push notifications, and even dynamic pricing.

However, as more consumers grow leery of how companies store and use their data, retailers are responding by giving customers the option to “opt in” to personalization by volunteering personal data. Not only does this build trust with your customers, but it also makes it easier for organizations to be transparent about how they use customer data and [comply with consumer data privacy laws](#) including Europe’s GDPR and the California Consumer Privacy Act (CCPA).

#7: Chat marketing humanizes the digital experience.

While chatbot conversations may have once felt robotic and stiff, recent developments in generative AI have significantly improved the ways that online shoppers can interact with these tools.

Today, AI-powered assistants can provide instant responses to inquiries, guide product searches, and facilitate seamless transactions, mimicking human conversation with efficiency and empathy. By offering real-time assistance and personalized recommendations, chatbots not only streamline customer service but also foster customer relationships and affinity for [ecommerce brands](#). As they continue to evolve, chatbots will become integral in delivering personalized marketing messages, nurturing leads, and driving conversions.

#8: Mobile shopping is still on the move.

Many of us go day-to-day with a smartphone within arm’s reach — which means shopping is also going mobile. In fact, the share of [mobile commerce](#) in all ecommerce has been on the rise, expected to reach [62% in 2027](#).

In response, online businesses need to ensure their [ecommerce sites](#) are responsive on mobile and provide a seamless experience across all devices. This means optimizing content for smaller screens, enabling one-click ordering, and offering other conveniences that support on-the-go shopping.

#9: Closing the sale with flexible payment options.

There’s perhaps no experience as vital to the customer journey as [checkout](#). Even the smallest hiccup during the process can turn a sale into a lost customer for life.

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For many customers, the best checkout experiences are the ones that offer flexible payment options. In fact, [13%](#) of customers will abandon their carts if they don't see enough payment methods available. Focus on providing a variety of payment options such as credit cards, digital wallet payments like [Google Pay](#) or [Apple Wallet](#), or one-click checkout options like [Bolt](#) or [Fastlane by PayPal](#).

In addition, you can offer financing options like [buy now, pay later \(BNPL\)](#), allowing you to connect your brick-and-mortar stores with your online store. By partnering with providers such as [Klarna](#), [Sezzle](#), and [Affirm](#), you can encourage online shoppers to pay in installments without any added interest — leading to higher conversion rates, average order values, and sales.

#10: Composable commerce drives digital innovation.

How can online retailers keep up with new trends and quickly respond to technological change? And how can [ecommerce platforms](#) meet the demands of the modern-day customer?

Enter [composable commerce](#).

[Composable commerce](#), achieved by assembling and combining Packaged Business Capabilities (PBCs), allows you to assemble the building blocks of your tech stack to meet the specific needs of your business.

Rather than relying on one vendor for all of your business requirements, taking a composable commerce approach allows businesses to choose best-in-breed vendors to create a robust, functional technology stack that works best for your enterprise business.

[Catalyst](#), BigCommerce's new composable storefront, is setting a new standard for modern commerce. Built with both developers and marketers in mind, Catalyst empowers your whole team to build stunning, [high performing storefronts](#) — without all the technical debt. With Catalyst, you can streamline workflows and go to market faster, enabling you to easily launch innovative experiences that captivate and convert.

#11: Shopping goes social.

Over the past couple years, [Instagram](#), [Facebook](#), and [TikTok](#) have grown into more than just social media platforms — now they're also hubs for [social commerce](#). In fact, [I](#) found that 110.4 million people shopped via social channels in 2024.

Thanks to the popularity of experiences like [one-click checkout](#) and [live shopping](#), these channels are becoming more and more customer-friendly, making it seamless for customers to search for and purchase products. In addition, social commerce has a low barrier, allowing online

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businesses, both big and small, to enhance brand awareness, grow their audience, and offer a frictionless buying experience.

#12: Subscriptions keep customers coming back.

From food and beverage brands to clothing rental companies, subscription services have taken over a wide range of ecommerce industries — and continues to grow. [The Washington Post](#) even predicts that, in 2025, the “subscription economy” will grow to \$1.5 trillion.

For many ecommerce brands, this business model is attractive as it not only offers continuous revenue but also increased customer loyalty. Coupled with a loyalty program, these [s](#) can offer shoppers access to exclusive discounts and offers, early access to new products, and personalized customer support.

#13: Sustainability becomes top of mind.

For today’s online shoppers, [sustainability](#) is no longer just a buzzword. According to a recent study by [PwC](#), more than 70% of shoppers said they would be willing to pay more for sustainably produced goods.

Especially in the [fashion and apparel industry](#), younger shoppers are favoring brands that prioritize ethical and eco-friendly practices over those that don’t. According to a [study by Drapers and BigCommerce](#), Drapers survey found that 57% of Gen Z and Millennials say sustainability is important when it comes to shopping for clothes, accessories or shoes — up from 47% in the 2022 survey. This shift in purchasing decisions reflects a growing trend where consumers increasingly consider the environmental impact of their buys, influencing their loyalty and overall brand perception.

#14: B2B buyers expect modernized shopping experiences.

Fading are the days of cold calling, offline marketing activities and paper-based, manual transactions. Just as [the B2C world](#) is constantly innovating, customers seek these same experiences from B2B sellers.

In recent years, [B2B ecommerce](#) has introduced a new way for businesses to shop online. Functionality such as customer portals, personalized pricing, custom shipping rates, and re-ordering capabilities are no longer luxuries, but necessities, for B2B customers.

How to determine if a trend is right for your business

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Knowing which trends will be a good fit for you will often come down to knowing your own customers, verticals, and competitors backwards and forwards. Let's look at a few things you can do to evaluate industry trends and make the right move for your business.

Keep up with influencers, publications, and industry reports.

Deciding if a trend fits your business starts with being in the know. Follow industry influencers and dive into relevant blogs and news to stay ahead of the curve. Start with your niche, then branch out into other markets to get the full picture.

And don't forget to keep up with the latest [industry research and trend reports](#) — they're packed with reliable data and insights. Staying informed not only keeps you in the know but will also help you develop a sixth sense for spotting trends that are worth your time and knowing which ones can take a backseat.

Harness digital tools and analytics to understand customer behavior.

Your ecommerce strategy will only be as good as how well you know your customer.

Utilize platforms like Google Analytics, social media insights, and [CRM systems](#) to gather data on customer interactions, preferences, and buying patterns. By analyzing this data, you can identify emerging trends and evaluate their potential impact on your business. This data-driven approach ensures that you make informed decisions, aligning your strategies with your customers' needs and preferences.

Gather feedback from your customers.

Customer feedback can be a goldmine of insights that can guide your decision-making on adopting new trends — so don't be afraid to ask current customers what they want.

Conduct customer surveys, ask for product reviews, and interact with customers on social media to get a feel for their needs, preferences, and pain points.

You never know — a customer might even suggest an idea you hadn't thought of yet!

Observe your competitors.

Take a look at your competitors. Did they jump on a specific trend? If so, how did it work for them? Analyze their strategies, product offerings, and marketing tactics to identify what's working and what's not. Pay attention to how they're adopting and implementing trends, and observe the responses from their customers.

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Understand cost and ROI to implement new trends.

Before investing in a new trend, you'll want to make sure it's worth your time and money. Consider the potential costs and resources required for implementation, including technology, training, and marketing expenses. Assess whether the trend aligns with your business goals and if the expected ROI justifies the investment.

By first analyzing these factors, you'll be able to make informed decisions, ensuring that your time and efforts are directed toward trends that offer the most significant benefits and future growth for your business.

The final word

The ecommerce landscape is evolving faster than ever, driven by emerging technologies, shifting consumer expectations, and new ways to shop and engage with brands. From livestream shopping's real-time engagement to AI-powered experiences, the trends shaping 2025 will redefine how businesses connect with customers.

Success in this dynamic environment requires more than just keeping up — it demands strategic adaptation. By leveraging data-driven insights, adopting new technologies, and prioritizing seamless customer experiences, brands can stay ahead of the curve and thrive in the competitive online marketplace.

FAQs about ecommerce trends

What is the future of ecommerce?

The only sure thing about ecommerce is that it's always evolving. Many ecommerce trends come and go, but others have the potential to permanently change how customers shop online. As we look to the coming year and beyond, we've compiled a list of trends that are shaping the future of ecommerce: Blockchain Livestream shopping Augmented reality (AR) Voice search Artificial Intelligence (AI) Personalization Big data Chatbots Mobile shopping Flexible payment options Headless and API-driven ecommerce Video Subscription-based commerce Sustainability Digital strategy B2B

Is ecommerce growing?

Yes, ecommerce is growing. Last year, global ecommerce retail sales reached an estimated \$5.8 trillion, and Statista expects this number to surpass \$8 trillion by 2027.

Is omnichannel a new ecommerce trend?

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Yes, according to McKinsey, 60–70% of consumers are shopping in an omnichannel way. Omnichannel commerce is all about creating a seamless shopping experience across a variety of channels, both online and offline. From social media platforms to search engines to online marketplaces, ecommerce retailers can use omnichannel commerce to reach new customers and drive more sales.

Is accessibility important to the future of ecommerce?

Yes, accessibility is important to the future of ecommerce — and a key element of this is mobile commerce. With the rise in popularity of mobile devices and on-the-go shopping, online businesses need to ensure their ecommerce stores are responsive on mobile and provide a seamless experience across all devices.

Is headless commerce becoming popular?

Yes, headless commerce is becoming increasingly popular. Headless commerce is a solution that allows a store's ecommerce platform to be completely decoupled from the frontend presentation layer. More ecommerce businesses are adopting a headless approach because it allows for greater flexibility in creating unique digital experiences and faster speed to market.

How do I measure the success of adopting a trend?

To measure the success of adopting a trend, track key performance indicators (KPIs) such as increased sales, higher conversion rates, and improved customer engagement. Additionally, monitor metrics like average order value, customer retention rates, and website traffic to gain a comprehensive understanding of the trend's impact on your business. Using analytics tools can provide valuable insights into these metrics, helping you make data-driven decisions.

Is ecommerce undergoing a digital transformation?

Yes, ecommerce is undergoing a significant digital transformation. A recent report by Statista showed that the ecommerce and retail sectors have accelerated their digital transformation processes by 70% since the onset of the pandemic. This shift has largely been characterized by the integration of advanced technologies like AI, AR, and big data analytics, which are enhancing personalization, streamlining operations, and revolutionizing the overall shopping experience. As consumer behaviors and expectations evolve, ecommerce businesses are rapidly adopting these innovations to stay competitive and meet the demands of the modern digital marketplace.

Should I adopt all ecommerce trends?

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Adopting every ecommerce trend isn't necessary or practical for every business. Instead, focus on the trends that align with your specific goals, target audience, and resources. Carefully evaluate each trend's potential impact on your business and prioritize those that will drive the most significant benefits and growth.

Is there ROI for adopting an ecommerce trend?

There can be a significant return on investment (ROI) for adopting an ecommerce trend. Trends like AI-driven personalization or mobile shopping enhancements can potentially lead to substantial long-term growth and profitability. However, make sure that a trend actually makes sense for your business goals and target audience before investing a significant amount of time and resources.

When does it not make sense to adopt an ecommerce trend?

While some ecommerce trends will provide a huge value-add, others might be out of touch with your particular audience or might be too costly to implement for your business to maintain a reasonable ROI. Knowing what trends will be a good fit for you will often come down to knowing your own customers, vertical, and competitors backwards and forwards.

Are there more ecommerce trends?

Yes, there are many more trends shaping the ecommerce industry. While our article highlights the most impactful trends for this year, the ecommerce landscape is continually evolving with new advancements and shifts in consumer behavior emerging regularly.

How is blockchain improving ecommerce security?

Blockchain technology is transforming ecommerce security by providing a decentralized and tamper-proof ledger for transactions. This helps prevent fraud, enhances transparency, and secures customer data. With blockchain, retailers can offer safer payment processing, track product authenticity, and ensure supply chain transparency. As more businesses prioritize data privacy, blockchain adoption in ecommerce is expected to grow significantly, making online shopping more secure and trustworthy for consumers.

Why is livestream shopping becoming so popular?

Livestream shopping is gaining traction because it blends entertainment with real-time shopping, creating an interactive and engaging experience. Platforms like Whatnot, eBay Live, and TikTok Live allow retailers to showcase products, answer customer questions in real time, and drive instant sales. According to Statista, US livestreaming ecommerce sales reached \$50

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billion in 2023 and are expected to grow to \$68 billion by 2026. This format builds a sense of urgency and community, making it a powerful tool for brands looking to boost conversions and connect with digital shoppers.

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